



Economic Overview

July 1, 2021

City of Branson, MO



Taney County Partnership
Branson/Lakes Area Chamber of Commerce
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Demographic Profile

The population in the City of Branson, MO was 11,416 per American Community Survey data for 2015-2019.

The region has a civilian labor force of 5,724 with a participation rate of 61.3%. Of individuals 25 to 64 in the City of Branson, MO, 23.8% have a bachelor's degree or higher which compares with 33.5% in the nation.

The median household income in the City of Branson, MO is \$46,319 and the median house value is \$157,500.

Summary¹

Demographics	Percent			Value		
	City of Branson, MO	Missouri	USA	City of Branson, MO	Missouri	USA
Population (ACS)	—	—	—	11,416	6,104,910	324,697,795
Male	47.0%	49.1%	49.2%	5,362	2,995,725	159,886,919
Female	53.0%	50.9%	50.8%	6,054	3,109,185	164,810,876
Median Age ²	—	—	—	40.6	38.6	38.1
Under 18 Years	19.4%	22.6%	22.6%	2,213	1,381,612	73,429,392
18 to 24 Years	11.6%	9.4%	9.4%	1,321	573,249	30,646,327
25 to 34 Years	12.4%	13.3%	13.9%	1,411	813,407	45,030,415
35 to 44 Years	12.0%	12.1%	12.6%	1,373	738,183	40,978,831
45 to 54 Years	9.9%	12.6%	13.0%	1,127	769,927	42,072,620
55 to 64 Years	9.8%	13.5%	12.9%	1,117	821,807	41,756,414
65 to 74 Years	14.3%	9.5%	9.1%	1,638	577,726	29,542,266
75 Years, and Over	10.7%	7.0%	6.5%	1,216	428,999	21,241,530
Race: White	83.4%	82.2%	72.5%	9,523	5,015,904	235,377,662
Race: Black or African American	4.9%	11.5%	12.7%	558	701,334	41,234,642
Race: American Indian and Alaska Native	0.5%	0.4%	0.8%	52	27,084	2,750,143
Race: Asian	3.0%	2.0%	5.5%	347	120,654	17,924,209
Race: Native Hawaiian and Other Pacific Islander	0.1%	0.1%	0.2%	12	8,231	599,868
Race: Some Other Race	7.4%	1.2%	4.9%	850	71,335	16,047,369
Race: Two or More Races	0.6%	2.6%	3.3%	74	160,368	10,763,902
Hispanic or Latino (of any race)	11.8%	4.2%	18.0%	1,351	254,791	58,479,370
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over)	61.3%	62.8%	63.2%	5,724	3,055,789	163,555,585
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	82.4%	82.6%	82.1%	3,218	1,909,998	104,634,905
Armed Forces Labor Force	0.1%	0.4%	0.4%	6	18,850	1,073,907
Veterans, Age 18-64	4.2%	5.3%	4.6%	266	195,582	9,143,042
Veterans Labor Force Participation Rate and Size, Age 18-64	95.5%	74.1%	76.6%	254	144,845	7,003,778
Median Household Income ²	—	—	—	\$46,319	\$55,461	\$62,843
Per Capita Income	—	—	—	\$24,285	\$30,810	\$34,103
Mean Commute Time (minutes)	—	—	—	20.5	23.9	26.9
Commute via Public Transportation	0.1%	1.3%	5.0%	5	38,268	7,641,160
Educational Attainment, Age 25-64						
No High School Diploma	13.8%	8.8%	10.9%	694	277,718	18,550,150
High School Graduate	28.1%	28.6%	25.7%	1,412	897,440	43,627,868
Some College, No Degree	27.9%	22.6%	20.7%	1,402	709,824	35,174,790
Associate's Degree	6.4%	8.9%	9.1%	323	278,447	15,526,064
Bachelor's Degree	19.3%	19.7%	21.2%	971	618,480	35,997,848
Postgraduate Degree	4.5%	11.5%	12.3%	226	361,415	20,961,560
Housing						

Summary¹

	Percent			Value		
	City of Branson, MO	Missouri	USA	City of Branson, MO	Missouri	USA
Total Housing Units	—	—	—	8,389	2,790,397	137,428,986
Median House Value (of owner-occupied units) ²	—	—	—	\$157,500	\$157,200	\$217,500
Homeowner Vacancy	1.8%	1.7%	1.6%	36	27,891	1,257,737
Rental Vacancy	7.2%	6.3%	6.0%	227	54,781	2,793,023
Renter-Occupied Housing Units (% of Occupied Units)	59.0%	33.2%	36.0%	2,902	802,535	43,481,667
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	9.6%	6.9%	8.6%	472	165,906	10,395,713
Social						
Poverty Level (of all people)	16.7%	13.7%	13.4%	1,867	810,045	42,510,843
Households Receiving Food Stamps/SNAP	15.0%	11.1%	11.7%	736	268,633	14,171,567
Enrolled in Grade 12 (% of total population)	0.8%	1.3%	1.4%	88	78,114	4,422,344
Disconnected Youth ³	6.0%	2.8%	2.5%	30	8,774	423,273
Children in Single Parent Families (% of all children)	46.2%	33.9%	34.1%	954	440,546	23,790,005
Uninsured	20.9%	9.3%	8.8%	2,368	559,885	28,248,613
With a Disability, Age 18-64	9.4%	12.5%	10.3%	594	453,975	20,187,604
With a Disability, Age 18-64, Labor Force Participation Rate and Size	55.4%	41.1%	42.2%	329	186,435	8,509,463
Foreign Born	10.7%	4.2%	13.6%	1,217	255,719	44,011,870
Speak English Less Than Very Well (population 5 yrs and over)	4.2%	2.2%	8.4%	447	126,914	25,615,365

Source: [JobsEQ®](#)

1. American Community Survey 2015-2019, unless noted otherwise

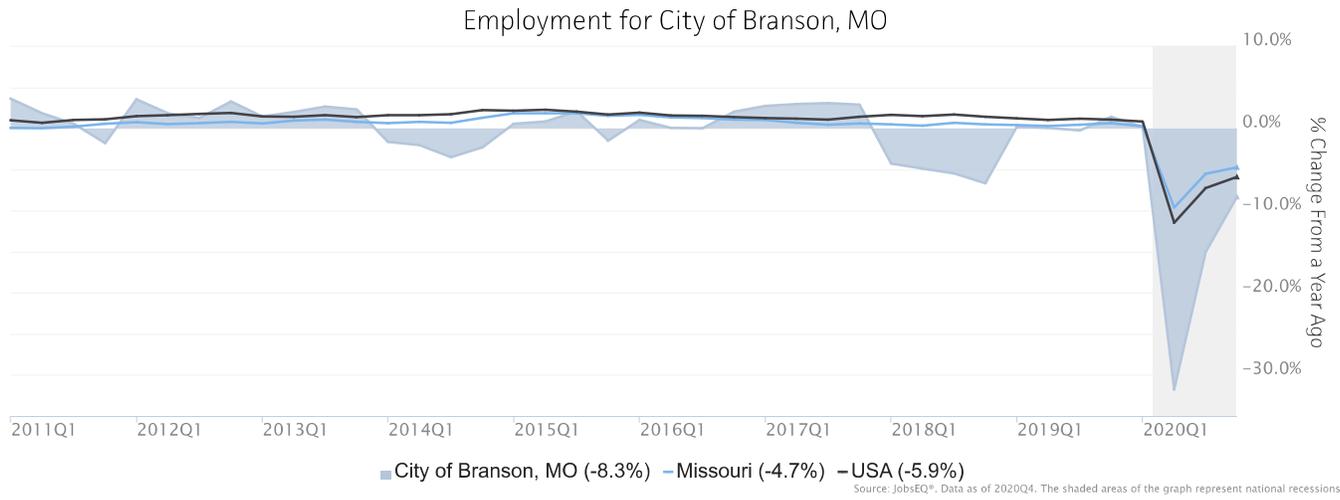
2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

4. Census 2019, annual average growth rate since 2009

Employment Trends

As of 2020Q4, total employment for the City of Branson, MO was 16,457 (based on a four-quarter moving average). Over the year ending 2020Q4, employment declined 8.3% in the region.

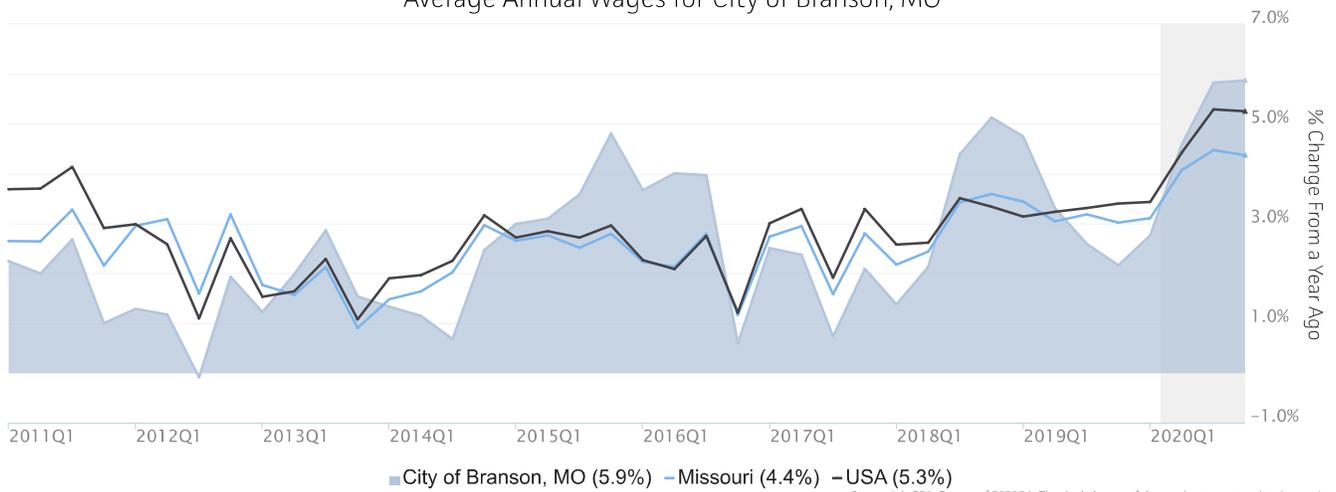


Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2020Q3 with preliminary estimates updated to 2020Q4.

Wage Trends

The average worker in the City of Branson, MO earned annual wages of \$33,933 as of 2020Q4. Average annual wages per worker increased 5.9% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$60,761 in the nation as of 2020Q4.

Average Annual Wages for City of Branson, MO



Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2020Q3 with preliminary estimates updated to 2020Q4.

Cost of Living Index

The Cost of Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 10.3% lower in City of Branson, MO than the U.S. average.

Cost of Living Information

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
City of Branson, MO	\$33,933	89.7	\$37,812
Missouri	\$51,314	88.7	\$57,862
USA	\$60,761	100.0	\$60,761

Source: [JobsEQ®](#)

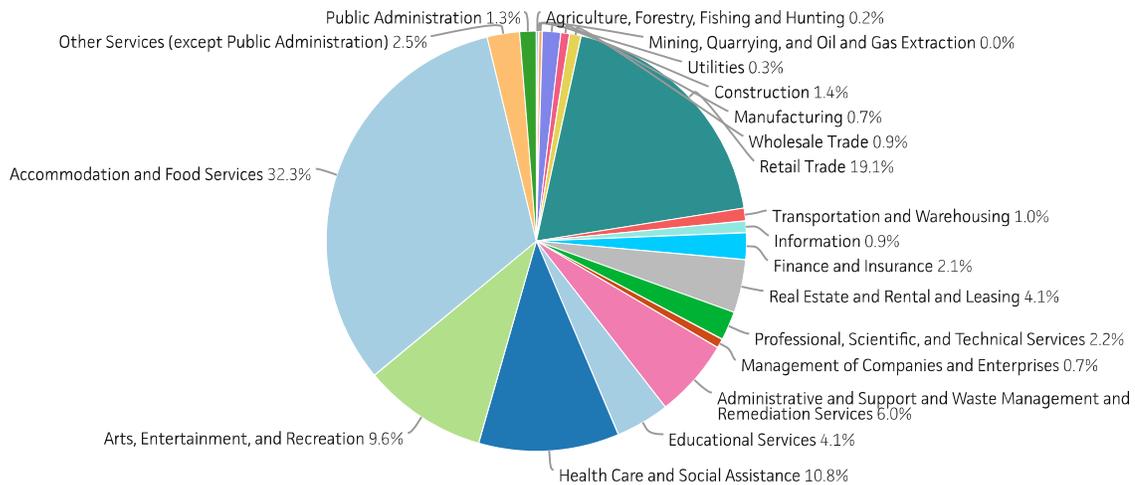
Data as of 2020Q4

Cost of Living per C2ER, data as of 2020q4, imputed by Chmura where necessary.

Industry Snapshot

The largest sector in the City of Branson, MO is Accommodation and Food Services, employing 5,308 workers. The next-largest sectors in the region are Retail Trade (3,136 workers) and Health Care and Social Assistance (1,780). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Arts, Entertainment, and Recreation (LQ = 5.89), Accommodation and Food Services (4.23), and Real Estate and Rental and Leasing (2.34).

Total Workers for City of Branson, MO by Industry



Source: JobsEQ®, Data as of 2020Q4

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2020Q3 with preliminary estimates updated to 2020Q4.

Sectors in the City of Branson, MO with the highest average wages per worker are Management of Companies and Enterprises (\$78,777), Finance and Insurance (\$64,601), and Utilities (\$56,701). Regional sectors with the best job growth (or most moderate job losses) over the last 10 years are Health Care and Social Assistance (+245 jobs), Educational Services (+163), and Real Estate and Rental and Leasing (+126).

Over the next 10 years, employment in the City of Branson, MO is projected to contract by 508 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +0.5% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+99 jobs), Transportation and Warehousing (+3), and Other Services (except Public Administration) (+2).

NAICS	Industry	Empl	Current	10-Year History			10-Year Forecast				
			Avg Ann Wages	LQ	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
72	Accommodation and Food Services	5,308	\$25,648	4.23	-787	-1.4%	8,535	3,788	4,769	-22	0.0%
44	Retail Trade	3,136	\$26,399	1.85	-104	-0.3%	3,798	1,779	2,250	-231	-0.8%
62	Health Care and Social Assistance	1,780	\$50,699	0.73	245	1.5%	1,816	844	873	99	0.5%
71	Arts, Entertainment, and Recreation	1,573	\$22,093	5.89	-1,499	-6.5%	2,116	971	1,200	-55	-0.4%
56	Administrative and Support and Waste Management and Remediation Services	992	\$36,686	0.96	-23	-0.2%	908	447	610	-148	-1.6%
61	Educational Services	680	\$38,249	0.50	163	2.8%	605	298	322	-15	-0.2%
53	Real Estate and Rental and Leasing	674	\$35,165	2.34	126	2.1%	614	299	359	-44	-0.7%
81	Other Services (except Public Administration)	410	\$27,905	0.58	-220	-4.2%	469	213	255	2	0.0%
54	Professional, Scientific, and Technical Services	365	\$43,057	0.31	57	1.7%	265	110	187	-32	-0.9%
52	Finance and Insurance	338	\$64,601	0.49	22	0.7%	291	116	191	-16	-0.5%
23	Construction	233	\$37,383	0.24	-200	-6.0%	218	81	144	-7	-0.3%
92	Public Administration	209	\$36,714	0.25	-26	-1.2%	186	80	109	-4	-0.2%
48	Transportation and Warehousing	161	\$33,111	0.20	12	0.8%	175	73	99	3	0.2%
42	Wholesale Trade	147	\$40,070	0.23	21	1.5%	138	56	93	-11	-0.8%
51	Information	147	\$47,836	0.45	-146	-6.7%	125	49	87	-11	-0.8%
55	Management of Companies and Enterprises	120	\$78,777	0.47	32	3.1%	109	40	68	1	0.1%
31	Manufacturing	110	\$41,855	0.08	-9	-0.8%	96	40	68	-12	-1.1%
22	Utilities	42	\$56,701	0.47	2	0.5%	36	13	24	-1	-0.2%
11	Agriculture, Forestry, Fishing and Hunting	26	\$10,170	0.11	-1	-0.3%	23	11	15	-4	-1.5%
21	Mining, Quarrying, and Oil and Gas Extraction	7	\$29,967	0.12	3	6.2%	7	2	5	0	-0.1%
Total - All Industries		16,457	\$33,933	1.00	-2,333	-1.3%	17,121	7,531	10,098	-508	-0.3%

Source: [JobsEQ®](#)

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2020Q3 with preliminary estimates updated to 2020Q4. Forecast employment growth uses national projections adapted for regional growth patterns.

Occupation Snapshot

The largest major occupation group in the City of Branson, MO is Food Preparation and Serving Related Occupations, employing 3,586 workers. The next-largest occupation groups in the region are Sales and Related Occupations (2,747 workers) and Office and Administrative Support Occupations (1,926). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Food Preparation and Serving Related Occupations (LQ = 2.91), Building and Grounds Cleaning and Maintenance Occupations (2.56), and Sales and Related Occupations (1.73).

Occupation groups in the City of Branson, MO with the highest average wages per worker are Legal Occupations (\$87,600), Architecture and Engineering Occupations (\$82,900), and Management Occupations (\$80,400). The unemployment rate in the region varied among the major groups from 2.6% among Community and Social Service Occupations to 19.2% among Personal Care and Service Occupations.

Over the next 10 years, the fastest growing occupation group in the City of Branson, MO is expected to be Community and Social Service Occupations with a +1.4% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Food Preparation and Serving Related Occupations (+95 jobs) and Healthcare Support Occupations (+43). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Food Preparation and Serving Related Occupations (6,252 jobs) and Sales and Related Occupations (3,855).

City of Branson, MO, 2020Q4¹

SOC	Occupation	Empl	Mean Ann Wages ²	Current				10-Year History		Total Demand	10-Year Forecast			
				LQ	Unempl	Unempl Rate	Online Job Ads	Empl Change	Ann %		Exits	Transfers	Empl Growth	Ann % Growth
35-0000	Food Preparation and Serving Related	3,586	\$25,300	2.91	237	18.7%	n/a	-611	-1.6%	6,348	2,472	3,780	95	0.3%
41-0000	Sales and Related	2,747	\$36,800	1.73	108	11.3%	n/a	-429	-1.4%	3,634	1,561	2,294	-221	-0.8%
43-0000	Office and Administrative Support	1,926	\$33,000	0.91	63	8.9%	n/a	-439	-2.0%	2,054	909	1,379	-233	-1.3%
37-0000	Building and Grounds Cleaning and Maintenance	1,386	\$27,000	2.56	51	11.2%	n/a	-236	-1.6%	1,748	836	959	-47	-0.3%
29-0000	Healthcare Practitioners and Technical	848	\$73,100	0.88	7	3.1%	n/a	155	2.0%	501	225	254	22	0.3%
53-0000	Transportation and Material Moving	845	\$33,200	0.61	29	10.0%	n/a	87	1.1%	1,030	402	661	-34	-0.4%
11-0000	Management	755	\$80,400	0.69	16	4.6%	n/a	20	0.3%	615	191	448	-23	-0.3%
39-0000	Personal Care and Service	670	\$26,900	1.59	61	19.2%	n/a	-384	-4.4%	1,223	557	661	4	0.1%
49-0000	Installation, Maintenance, and Repair	597	\$41,800	0.95	12	6.7%	n/a	-12	-0.2%	564	194	384	-14	-0.2%
25-0000	Educational Instruction and Library	553	\$45,900	0.60	20	7.6%	n/a	100	2.0%	484	223	266	-5	-0.1%
13-0000	Business and Financial Operations	490	\$61,600	0.53	12	5.4%	n/a	27	0.6%	448	134	331	-16	-0.3%
27-0000	Arts, Design, Entertainment, Sports, and Media	476	\$40,900	1.64	32	15.7%	n/a	-405	-6.0%	434	176	319	-62	-1.4%
31-0000	Healthcare Support	385	\$28,800	0.52	9	6.5%	n/a	59	1.7%	525	220	261	43	1.1%
51-0000	Production	301	\$36,800	0.31	12	9.6%	n/a	-32	-1.0%	336	142	215	-21	-0.7%
47-0000	Construction and Extraction	243	\$45,700	0.32	14	9.7%	n/a	-161	-5.0%	253	78	183	-8	-0.3%
33-0000	Protective Service	210	\$38,600	0.59	10	11.0%	n/a	-93	-3.6%	272	123	152	-3	-0.1%

City of Branson, MO, 2020Q4¹

SOC	Occupation	Empl	Mean Ann Wages ²	Current			10-Year History			10-Year Forecast				
				LQ	Unempl	Unempl Rate	Online Job Ads	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
15-0000	Computer and Mathematical	162	\$77,800	0.32	3	3.4%	n/a	19	1.2%	112	27	91	-6	-0.4%
21-0000	Community and Social Service	135	\$47,100	0.46	2	2.6%	n/a	13	1.0%	169	47	102	20	1.4%
23-0000	Legal	49	\$87,600	0.35	0	n/a	n/a	-1	-0.1%	33	12	20	0	0.1%
17-0000	Architecture and Engineering	46	\$82,900	0.16	1	3.1%	n/a	-12	-2.2%	35	11	26	-2	-0.4%
19-0000	Life, Physical, and Social Science	36	\$66,900	0.24	1	4.5%	n/a	6	1.9%	32	7	25	0	0.1%
45-0000	Farming, Fishing, and Forestry	10	\$35,700	0.09	1	9.0%	n/a	-3	-2.4%	15	4	12	0	-0.4%
Total - All Occupations		16,457	\$39,900	1.00	n/a	n/a	n/a	-2,333	-1.3%	20,866	8,550	12,824	-508	-0.3%

Source: [JobsEQ®](#)

Data as of 2020Q4 unless noted otherwise

Note: Figures may not sum due to rounding.

1. Data based on a four-quarter moving average unless noted otherwise.

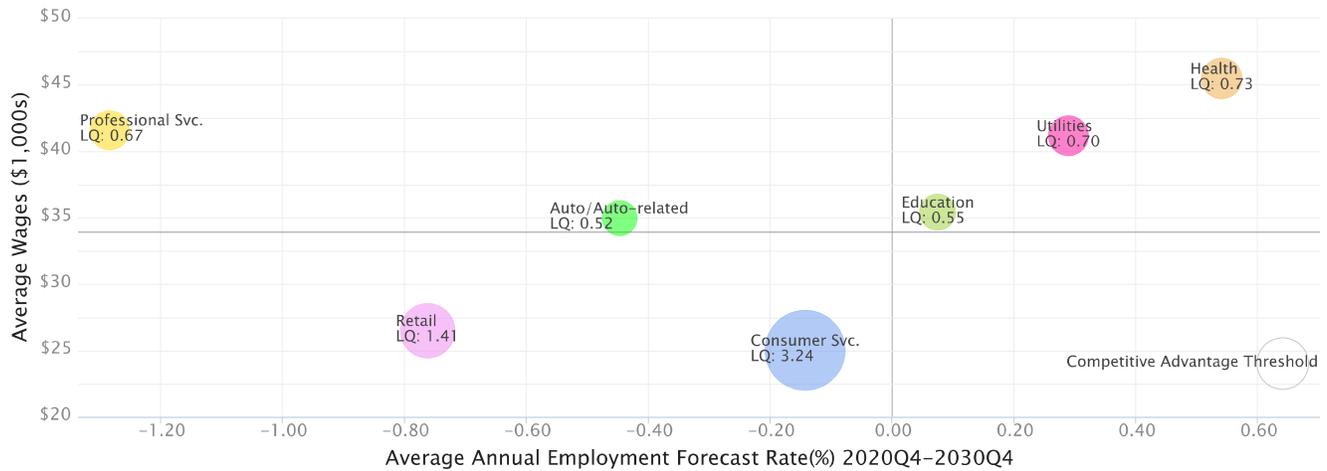
2. Wage data are as of 2020 and represent the average for all Covered Employment

Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2020Q3, imputed where necessary with preliminary estimates updated to 2020Q4. Wages by occupation are as of 2020 provided by the BLS and imputed where necessary. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Industry Clusters

A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in the City of Branson, MO with the highest relative concentration is Consumer Svc. with a location quotient of 3.24. This cluster employs 7,423 workers in the region with an average wage of \$25,020. Employment in the Consumer Svc. cluster is projected to contract in the region about 0.1% per year over the next ten years.

Industry Clusters for City of Branson, MO as of 2020Q4



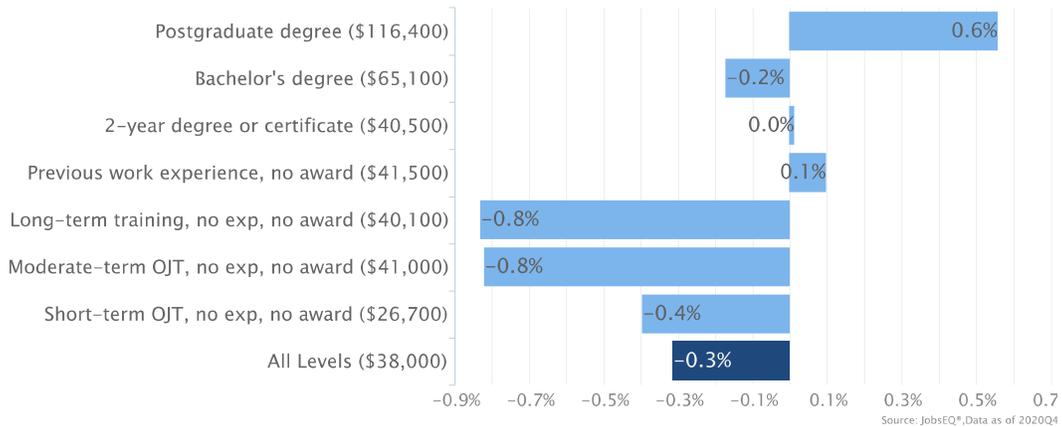
Source: JobsEQ®, Data as of 2020Q4

Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2020Q3 with preliminary estimates updated to 2020Q4. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Education Levels

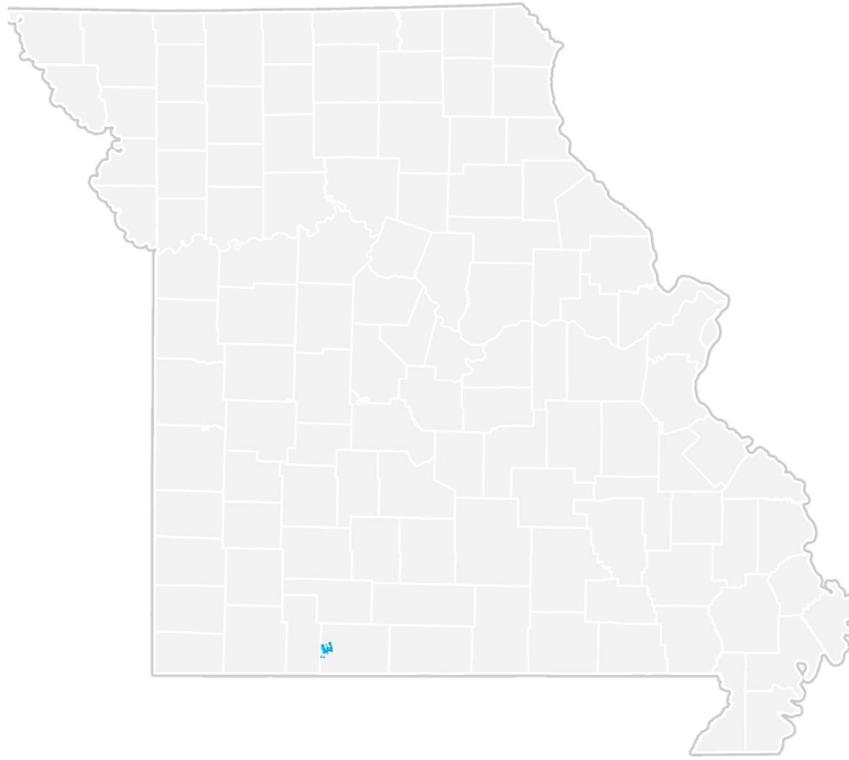
Expected growth rates for occupations vary by the education and training required. While all employment in the City of Branson, MO is projected to contract 0.3% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 0.6% per year, those requiring a bachelor's degree are forecast to contract 0.2% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 0.0% per year.

Annual Average Projected Job Growth by Training Required for City of Branson, MO



Employment by occupation data are estimates as of 2020Q4. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

City of Branson, MO Regional Map



FAQ

What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

What is separation demand?

Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The total projected demand for an occupation is the sum of the separation demand and the growth demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

What is a cluster?

A cluster is a geographic concentration of interrelated industries or occupations. If a regional cluster has a location quotient of 1.25 or greater, the region is considered to possess a competitive advantage in that cluster.

What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.

What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the “all industry” level to the 6-digit level. The first two digits define the top level category, known as the “sector,” which is the level examined in this report.

What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 804 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 22 major groups, 95 minor groups, and 452 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

Source: JobsEQ®, <http://www.chmuraecon.com/jobseq>
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